

KEITH KING AND ASSOCIATES, LLC

applying science to the art of advertising®

CAPABILITY STATEMENT

Keith King & Associates is a full service advertising and public relations agency located in Detroit, Michigan. Keith King & Associates has a reputation of **applying science to the art of advertising®**. We create totally integrated marketing campaigns for services and products. From introduction, through distribution or media channels, trade or consumer presentations we develop the entire campaign. Our company does the research... the product... the consumer... the competition... and then we develop the creative approach and media mix to reach target consumers effectively and efficiently. We create the synergism needed for our clients to be successful.

Keith King & Associates, LLC functions as a virtual agency. Detroit is the third largest advertising market in the country. Because of that, some of the best talent in the advertising business is located in the Detroit area. We have employee contracts in place and we are ready to activate those employees as needed to complete any project.

Keith King & Associates, LLC has organized a team of gifted independent artists and advertising professionals that most small business ad agencies could not afford to hire. Some of our talented "Associates" include Creative Directors, Research Directors, Graphic Designers, Public Relations Managers and Web Site Designers.

Keith King & Associates, LLC is a service disabled veteran owned small business (SDVOSB).

The Association for Service Disabled Veterans (ASDV) certifies that Keith King & Associates meets the requirements for designation as a service disabled veteran owned and managed enterprise.

Keith King & Associates is certified by the Human Rights Department of the City of Detroit as a **Detroit Headquartered Business** and **Small Business Enterprise**. Keith King & Associates holds a "Certificate of Awardability" in compliance with Wayne County, Michigan's Fair Employment Practices resolution and is a **certified Wayne County, Small Business Enterprise**.

NAICS CODES FOR KEITH KING & ASSOCIATES

<u>541430</u>	Graphic Design Services
<u>541810</u>	Advertising Agencies
<u>541820</u>	Public Relations Agencies
<u>541830</u>	Media Buying Agencies
<u>541860</u>	Direct Mail Advertising
<u>541870</u>	Advertising Material Distribution Service
<u>541890</u>	Other Services Related to Advertising
<u>541910</u>	Marketing Research and Public Opinion Polling



Contract Holder

GSA Schedule Contract GS-23F-0368P

Advertising and Integrated Marketing Solutions (AIMS):

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-4A	Market Research and Analysis
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

GSA Schedule Contract GS-23F-0369P

SIN 541-4F	Commercial Art and Graphic Design
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Key personnel available for projects:

Keith King, the President and CEO of Keith King & Associates has 30+ years experience in advertising and public relations. His background includes Sales Management positions in Radio, Television and Magazines. He worked for the (then) parent Corporations of ABC (Capital Cities, WJR radio, 8 years), CBS (Viacom, WLTJ-FM, 2 years) and other radio and television stations. He held Senior Management/Partner positions at various advertising agencies including VP Media Director and EVP of new Business Development before forming Keith King & Associates in 1998. Having held Sales Management positions in Radio and Television, he brings an insider's advantage to the media buying process. With trade industry recognition as a retail, co-op, and vendor expert, he has extensive experience in developing and implementing integrated advertising and marketing programs.

Past Performance: National Center for Patient Safety, Veterans Affairs

Keith King & Associates has completed their Federal contract with the Department of Veteran Affairs, National Center for Patient Safety. The PO# is 506-P52043. We performed our duties from October 20th until November 30th, 2004.

The contract was issued under **GSA Schedule Contract GS-23F-0368P Advertising and Integrated Marketing Solutions (AIMS): 541910** Marketing Research and Public Opinion Polling.

The contract officer is James Phillips Jr., MPA, CFCM, Assistant Operations Officer. Phone 734-930-5890, email james.phillips4@med.va.gov

The Director, Policy and Clinical Affairs is Edward Dunn, M.D. M.P.H, 734-930-5872, email Edward.Dunn@med.va.gov

The Department of Veterans Affairs National Center for Patient Safety (NCPS) is the premier organization promoting patient safety and reducing adverse events to veteran patients in the VA Health Care system. In evaluating its effectiveness, NCPS sought the services of a vendor that could review NCPS provided questions, moderate two focus groups, analyze NCPS approved questions and provide a Executive Report and detailed report of its findings.

Participants are Patient Safety Officers representing 21 geographical regions, which further represent 163 VA Medical Centers and Hospitals. The service required was to include the following: a pre-event face to face or teleconference coordination meeting; review and recommend revisions to the NCPS provided questions/concepts; facilitate **two 90 minute focus groups conducted simultaneously** on November 3, 2004 and provide oral debrief to NCPS leadership within 30 days after conducting focus groups and provide written report to include Executive Summary.

Past Performance: General Services Administration (GSA)

Keith King & Associates is proud to have been selected to design the Service Disabled Veteran Owned Small Business (SDVOSB) brochure and interactive CD for the **GSA**.

The contract was issued under **GSA Schedule Contract GS-23F-0368P Advertising and Integrated Marketing Solutions (AIMS):**

Contract officer: Caroline Wolf, Marketing Communications Project Manager

Phone 312-886-8976, Email caroline.wolf@gsa.gov
Project Name: Service Disabled Veteran Brochure/CD
Project Number: 5-00153
Date: April 2005

This projects supports the Presidential Executive Order mandating 3% of federal contracting dollars are spent with Service Disabled Veteran Owned Businesses. This publication is a directory and promotional piece for Service Disabled Veteran Owned Businesses on GSA Schedule.

The following guidelines identify elements of the project:

- The selected vendor will create a directory to be printed as part of the 60-page brochure. The directory will include an alphabetical listing of all company contact information and a cross- reference listing company names by the GSA Schedule that they are listed under.
- The selected vendor will redesign the brochure to include a CD pocket to house the interactive CD.
- The selected vendor will create an interactive CD that will allow users to navigate through introductory pages of information, search and sort through the 500 records and hyperlink to the internet.
- The selected vendor will consolidate all design files (GSA provided and vendor produced) to the GSA specifications and a set of files that can be provided to the Government Printing Office

We delivered this project on time and encourage you to contact Caroline for her evaluation of our work.

ASSOCIATION FOR SERVICE DISABLED VETERANS

HEREBY CERTIFIES THAT

Keith King & Associates, LLC

MEETS THE REQUIREMENTS FOR
DESIGNATION AS A
SERVICE DISABLED VETERAN
OWNED AND MANAGED ENTERPRISE



Jack Bannister
Chairman
ASDV Certification Committee



John K. Lopez
Chairman
Association For Service Disabled Veterans